

Sales Order

Station: **WTMO-TV** Agency: **SCREEN STRATEGIES MEDIA**
 Contract Name: **FRIENDS MURPHY 1468442** Address: **11150 Fairfax Boulevard,**
 Contract#: **475002898** Suite 505
 Start Date: **10/24/16** End Date: **10/30/16** City: **Fairfax** State: **VA** Zip: **22030**
 Revenue Type: **POLITICAL SALES** Buyer: _____
 NATIONAL Type: **Cash** Tax Schedule: _____ (None)
 Advertiser: **FRIENDS/PATK MURPHY** Agency Commission %: **15**
 Address: _____ Billing Cycle: **Standard**
 City: _____ State: _____ Zip: _____ Salesperson: **5206nnat** Comm %: **15**
 Product Name: _____ Makegood Policy: **Within Contract Dates**
 Estimate #: **EST 2738**
 Competitive Code: **POLITICAL/ISSUE**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	10/24/16	10/28/16		7:00 AM	10:00 AM	30	2	2	2	2	2			10	D	75.00	10	750.00	1	
2	10/24/16	10/28/16		2:00 PM	3:00 PM	30	1		1	1	1			4	D	125.00	4	500.00	1	
3	10/29/16	10/29/16		12:00 PM	1:00 PM	30						1		1	D	50.00	1	50.00	1	
4	10/24/16	10/28/16		3:00 PM	4:00 PM	30	1	1	1	1	1			5	D	125.00	5	625.00	1	
5	10/24/16	10/28/16		5:00 PM	6:00 PM	30	1	1		1	1			4	D	200.00	4	800.00	1	
6	10/24/16	10/28/16		6:00 PM	6:30 PM	30	1	1	1		1			4	D	475.00	4	1,900.00	1	
7	10/25/16	10/28/16		6:30 PM	7:00 PM	30		1		1	1			3	D	475.00	3	1,425.00	1	
8	10/29/16	10/29/16		5:00 PM	5:30 PM	30						1		1	D	125.00	1	125.00	1	
9	10/30/16	10/30/16		5:00 PM	5:30 PM	30							1	1	D	125.00	1	125.00	1	
10	10/24/16	10/28/16		7:00 PM	8:00 PM	30	1		1		1			3	D	500.00	3	1,500.00	1	
11	10/24/16	10/27/16		8:00 PM	9:00 PM	30	1	1		1				3	D	500.00	3	1,500.00	1	
12	10/25/16	10/28/16		9:00 PM	10:00 PM	30		1	1		1			3	D	500.00	3	1,500.00	1	
13	10/24/16	10/27/16		10:00 PM	11:00 PM	30	1			1				2	D	500.00	2	1,000.00	1	
14	10/25/16	10/28/16		11:00 PM	11:30 PM	30		1	1	1	1			4	D	325.00	4	1,300.00	1	
15	10/24/16	10/27/16		11:30 PM	12:00 AM	30	1		1	1				3	D	325.00	3	975.00	1	

Billing Projections: By Month

Oct 16
 CA 14,075.00
 ST 14,075.00

☒ Print Spot Prices

2738

TOTAL SPOTS 51
 GROSS TOTAL \$ 14,075.00
 ADJUSTED SPOTS 51
 ADJUSTED TOTAL \$ 14,075.00

APPROVE DECLINE

☐ ☐ General Manager
☐ ☐ Sales Manager
☐ ☐ National Sales Manager
☐ ☐ Local Sales Manager

* Sent to the traffic system by 5206dsan, 10/20/16 @4:33PM

ORDER WORKSHEET

Rep Order# 1468442 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/20/16 4:18 PM
Last Received: 10/20/16 3:18 PM
Showing Buylines: All Lines

1 of 3

Station WTMO-TV ORLANDO
Advertiser (F4PM) FRIENDS/PATK MURPHY
Product PATRICK MURPHY 2738
Estimate# 2738
Buyer RACHAEL JONES

Agency (SSME) SCREEN STRATEGIES MEDIA
11150 FAIRFAX BLVD, SUITE 505
FAIRFAX, VA 22030
Agency C/P1/P2/E /2738
Flight Dates 10/24/16-10/30/16

Rep Firm NBCUNIVERSAL
Sales Office (WA) WASHINGTON
Salesperson (HIL) WILL HILDEBRANDT
Sales Assistant SUE
Salesperson Phone# 2028854861
Salesperson Fax#

--- REMARKS ---

NEW POLITICAL ORDER - STARTS MONDAY 10/24; ALL 30-SEC SPOTS. BUY IS DAY SPECIFIC - BE AWARE WHEN PLACING. PLS CONFIRM THANKS

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	M-F	7A-10A	UN NUEVO DIA	30	-	-	\$75.00	10/24-10/28	10	10	\$750.00
			Buy Comment: ORDER: 2/DAY								
2	M, W-F	2P-3P	SUELTA LA SOPA	30	-	-	\$125.00	10/24-10/28	4	4	\$500.00
			Buy Comment: ORDER: 1/DAY								
3	Sa	12P-1P	SOS: SALVA MI CASA	30	-	-	\$50.00	10/29-10/29	1	1	\$50.00
4	M-F	3P-4P	MEJOR CASO CERRADO	30	-	-	\$125.00	10/24-10/28	5	5	\$625.00
			Buy Comment: ORDER: 1/DAY								
5	M-Tu, Th-F	5P-6P	CASO CERRADO	30	-	-	\$200.00	10/24-10/28	4	4	\$800.00
			Buy Comment: ORDER: 1/DAY								
6	M-W, F	6P-630P	NEWS	30	-	-	\$475.00	10/24-10/28	4	4	\$1,900.00
			Buy Comment: ORDER: 1/DAY								
7	Tu, Th-F	630P-7P	NEWS	30	-	-	\$475.00	10/25-10/28	3	3	\$1,425.00
			Buy Comment: ORDER: 1/DAY								
8	Sa	5P-530P	NEWS	30	-	-	\$125.00	10/29-10/29	1	1	\$125.00
9	Su	5P-530P	NEWS	30	-	-	\$125.00	10/30-10/30	1	1	\$125.00
10	M, W, F	7P-8P	CASO CERRADO ESTELAR	30	-	-	\$500.00	10/24-10/28	3	3	\$1,500.00
			Buy Comment: ORDER: 1/DAY								

ORDER WORKSHEET

Rep Order# 1468442 Ver# 1 Status New
EC'd No

Traffic Order#

Printed:
Last Received:
Showing Buylines:

10/20/16 4:18 PM
10/20/16 3:18 PM
All Lines

2 of 3

Station WTMO-TV ORLANDO
Advertiser (F4PM) FRIENDS/PATK MURPHY
Product PATRICK MURPHY 2738
Estimate# 2738
Buyer RACHAEL JONES

Agency (SSME) SCREEN STRATEGIES MEDIA
11150 FAIRFAX BLVD, SUITE 505
FAIRFAX, VA 22030
Agency C/P1/P2/E /2738
Flight Dates 10/24/16-10/30/16

Rep Firm NBCUNIVERSAL
Sales Office (WA) WASHINGTON
Salesperson (HIL) WILL HILDEBRANDT
Sales Assistant SUE
Salesperson Phone# 2028854861
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
11	M-Tu, Th	8P-9P	PRIME NOVELA	30	-	-	\$500.00	10/24-10/27	3	3	\$1,500.00
			Buy Comment: ORDER: 1/DAY								
12	Tu-W, F	9P-10P	PRIME NOVELA	30	-	-	\$500.00	10/25-10/28	3	3	\$1,500.00
			Buy Comment: ORDER: 1/DAY								
13	M, Th	10P-11P	PRIME NOVELA	30	-	-	\$500.00	10/24-10/27	2	2	\$1,000.00
			Buy Comment: ORDER: 1/DAY								
14	Tu-F	11P-1130P	NEWS	30	-	-	\$325.00	10/25-10/28	4	4	\$1,300.00
			Buy Comment: ORDER: 1/DAY								
15	M, W-Th	1130P-12A	TELENOTIAS PUERTO RICO	30	-	-	\$325.00	10/24-10/27	3	3	\$975.00
			Buy Comment: ORDER: 1/DAY								

---REPORT TOTALS---

Report Totals: 51 / \$14,075.00

---SALES MONTHLY TOTALS---

Oct2016: 51/ \$14,075.00

Order Totals: 51 / \$14,075.00 Total GRPs: 0.0

---COMPETITIVE---

Market Totals \$14,075.00 OTH .00% WTMO 100.00% WVEN .00%

---COMPETITIVE COMMENTS---

COMPETITIVE INFO TO FOLLOW

Books [OCT16]
Demos RA35+P

ORDER WORKSHEET

Rep Order# 1468442 Ver# 1 Status New
EC'd No

Traffic Order#

Printed:
Last Received:
Showing Buylines:

10/20/16 4:18 PM
10/20/16 3:18 PM
All Lines

3 of 3

Station WTMO-TV ORLANDO
Advertiser (F4PM) FRIENDS/PATK MURPHY
Product PATRICK MURPHY 2738
Estimate# 2738
Buyer RACHAEL JONES

Agency (SSME) SCREEN STRATEGIES MEDIA
11150 FAIRFAX BLVD, SUITE 505
FAIRFAX, VA 22030
Agency C/P1/P2/E /2738
Flight Dates 10/24/16-10/30/16

Rep Firm NBCUNIVERSAL
Sales Office (WA) WASHINGTON
Salesperson (HIL) WILL HILDEBRANDT
Sales Assistant SUE
Salesperson Phone# 2028854861
Salesperson Fax#

--- CREDIT RISK ---

STANDARD CREDIT TERMS

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WTMO-TV	Date: 10/20/2016
---	-------------------------

I, Screen Strategies Media,

being/on behalf of: Patrick Murphy,

a legally qualified candidate of the Democratic

political party for the office of: U.S. Senate

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available): \$11,963.75

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Patrick Murphy

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Brian Foucart

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/20/2016

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title